

Focus on Tech Training Drives Stertil-Koni Distributor, Alan Tye & Associates, to New Heights in Vehicle Lift Industry

For Immediate Release



Alan Tye & Associates' local technician team services heavy duty vehicle lifts in the Mid-Atlantic region

STEVENSVILLE, MD October 29, 2019 – In the highly competitive world of heavy duty vehicle lifting, Stertil-Koni distributor, Alan Tye & Associates (ATA), has expanded its investment in ongoing training for its growing team of technical service people to further differentiate it from the competition.

The Fairfax, Virginia-based company operates in transportation markets both large and small, from DOT's to car repair shops, in Delaware, the District of Columbia, Maryland, North Carolina, Pennsylvania, Virginia and West Virginia. ATA's success depends on product reliability, technician expertise, and customer satisfaction.

As one of Stertil-Koni's longest standing distributors, ATA now fields a service team consisting of 15 highly trained technicians – including five Automotive Lift Institute (ALI) certified technicians and nine inside support personnel. This group offers comprehensive customer service, ranging from small equipment repairs to large, heavy duty vehicle lift installation projects. Moreover, technicians are typically local and often onsite within an hour of a service call.

Noted Alan Tye, president of the company that bears his name, "ATA is dedicated to superior customer service and that begins with investing in the continuous training of our technicians. Mastering new skills and advancing employee knowledge through education are critical factors in bolstering ATA's competitive advantage for nearly a quarter-century in the heavy duty vehicle lift sector."

The company recently concluded the latest in a series of all-day training sessions on the importance of safety, best practices and essential OSHA topics. At that meeting, a substantial part of classroom time was devoted to Hazard Communication (HazCom) -- outlining the processes and procedures to effectively communicate safety concerns on the shop floor.

Embracing new, customer-driven technologies was another area of focus. ATA employs a cloud-based mobile application used for tracking service calls, providing routine maintenance and overseeing new installations. It creates paperless work orders and inspection forms, manages data collection and uses photography in support of service calls.

Other areas of instruction included fall protection, inventory tracking systems, ALI processes and how to safely use forklifts and aerial lifts.

“Ongoing training enables our service technicians to perform exceptionally on the front line, thus providing a first-rate customer experience,” added Tye. “We ensure our techs have thorough product expertise, understand up-to-date technologies and have an aptitude for relating to our clientele.”

Alan Tye & Associates General Manager Bob Barry, added” “Our techs are our primary point of contact with the users of our lifts. As a result, their knowledge and the relationships that they cultivate with our customers are vital to our success.”

Just ask ATA customers: MV Transportation, based in Lorton, VA, stated, “We have always gotten a quick response with any issue that arises. Techs are very proficient in the repair and letting us know what they find.” What’s more, Cummins Sales & Service in Manassas, VA, stated, “The repair was an easy fix and the technician took the time to show me some troubleshooting tips.”



Stertil-Koni heavy duty vehicle lift distributor Alan Tye & Associates focuses on ongoing training for its service technicians and support team

Concluded Barry, “Our service team is the best marketing tool that we have at ATA. Our techs, along with the service support team, continually troubleshoot, offer solutions, and develop lasting relationships with our customers.”

About Stertil-Koni

Stertil-Koni is the market leader in heavy duty vehicle lifts, notably [bus lifts](#) and [truck lifts](#), and proudly serves municipalities, state agencies, school bus fleets, major corporations, the U.S. Military and more. Stertil-Koni's breadth of products meets all ranges of lifting needs and includes [portable lifts](#) such as [Mobile Column Lifts](#), 2-post, 4-post, [inground piston lifts](#), [platform lifts](#), and its axle-engaging, inground, scissor lift configuration, ECOLIFT. The company’s innovative, inground telescopic piston DIAMONDLIFT is now available with an optional Continuous Recess system, ideal for low clearance vehicles. Stertil-Koni USA is headquartered in Stevensville, Maryland with production facilities in Europe, The Netherlands, and in Streator, IL.

About Alan Tye & Associates



[Alan Tye & Associates](#) is a full service provider of heavy duty shop maintenance equipment, offering a comprehensive line of lifts and accessories to the East Coast since 1996. We are an authorized dealer for Stertil Koni lifts. In addition to the impressive suite of heavy duty lifting products we provide air compressors, exhaust systems, hydraulic systems, and pneumatic systems, lube equipment, tanks, wash systems and turn-key shop installation. Our ALI Certified Lift Safety Inspectors and technicians maintain a full inventory of parts and tools necessary for repairs on all types of equipment. These skilled technicians offer comprehensive and outstanding customer service from small repairs to large installation projects. Our award-winning sales team is comprised of industry experts with an extensive knowledge of all products. We offer sales, rentals, service, installation, and support, all with a commitment to excellence.

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